

Special Revenue Funds

2015-2016

Hotel Occupancy Tax – CVB/Tourism
Revenue & Expenditures

Hotel Occupancy Tax – Sports Center
Revenue & Expenditures

Special Revenue Funds Summary

Municipal Court Fund

Law Enforcement Fund

Tree Replacement Fund

Parks Improvement & Acquisitions Fund

Library Fund

Public, Educational and Governmental
(PEG) Access Fund

Traffic Safety Fund



ROUND ROCK TEXAS

Special Revenue Funds

2015-2016



ROUND ROCK TEXAS



Hotel Occupancy Tax Funds

The Hotel Occupancy Tax Fund is made up of two programs.

The Hotel Occupancy Tax rate of 7% is used to promote tourism and the convention and hotel industry. This includes the Convention and Visitor's Bureau (CVB) which administers and manages the City's tourism efforts and long-range tourism plans. This Hotel Occupancy Tax Fund budget includes funding for the CVB as well as continued funding for tourism events and debt service associated with the Dell Diamond/Convention Center complex.

In November 2011, the citizens voted to increase the Hotel Occupancy Tax rate by another 2% to support the Sports Center and the programming of the center. This is a multi-purpose facility that attracts overnight stays and generates tourism revenue for the City of Round Rock.

Special Revenue Funds

Summary of Revenue & Expenditures

HOT – CVB/Tourism

Summary of Revenues and Expenditures:

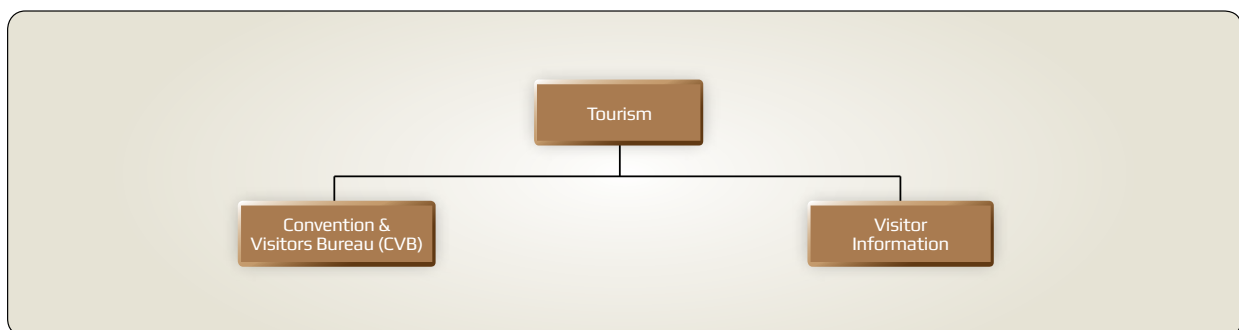
	2013-14 Actual	2014-15 Operating Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$8,842,132	\$8,975,070	\$9,474,204	\$7,597,733	\$6,413,778
Revenues					
Hotel-Motel Occupancy Tax	\$3,613,515	\$3,200,000	\$3,600,000	\$3,708,000	\$3,856,320
Interest Income	1,910	20,000	20,000	8,000	8,000
Total Revenues	\$3,615,426	\$3,220,000	\$3,605,000	\$3,716,000	\$3,864,320
Expenditures					
Multi-Purpose Stadium/Convention Facility	\$1,615,771	\$1,153,250	\$1,153,250	\$1,154,501	\$1,170,821
Event & Tourism Funding	10,000	25,500	25,500	25,500	25,500
Convention & Visitors Bureau	656,181	727,438	768,418	919,955	919,955
Total Expenditures	\$2,281,952	\$1,906,188	\$1,947,168	\$2,099,956	\$2,116,276
Net Change in Operations	\$1,333,474	\$1,313,812	\$1,657,832	\$1,616,044	\$1,748,044
Less:					
Transfers	590,000	400,000	5,534,303	2,800,000	4,500,000
Reservations	1,076,356	1,610,000	6,207,935	6,261,325	3,566,381
Ending Fund Balance	\$8,509,250	\$8,278,882	\$1,389,798	\$152,453	\$95,441

Convention & Visitors Bureau

The function of this department is to implement the City's long-term Tourism Plan and represent the City in all other functions related to tourism and the Convention and Visitors Bureau (CVB). The CVB is the designated sales and marketing department for the City of Round Rock (designated DMO- "Destination Marketing Organization"). The tourism department's mission aligns with the strategic plan by directly contributing to the economic vitality and enhancing the quality of life in Round Rock.

Vision: To help promote Round Rock as the City of choice for tourists and citizens.

Mission: To Promote Economic Diversity by Developing the Tourism Industry in Round Rock.



Major Business Functions:

Convention & Visitors Bureau: The purpose of this program is to implement a pro-active, aggressive marketing and sales campaign for the City. The primary goal of this program is to increase occupancy at local lodging facilities and to increase tourism spending in Round Rock.

Visitor Information: The Convention and Visitors Bureau is responsible for providing brochures and maps upon request to local residents and out of town guests. The CVB is the sole City Department that is designated to respond to correspondence requests by distributing literature about Round Rock. Our goal is to promote Round Rock's attractions, sports facilities, lodging and dining businesses, and local retail establishments.

Key Customers:

The Convention and Visitors Bureau has both internal and external customers. Internal customers include the City Council and all City employees. We also serve the citizens of Round Rock, visitors to Round Rock, organizations, participants, and spectators who come for events.

Customer Expectations and Requirements:

Our customers expect a professional, results driven department that provides first-class representation of the City of Round Rock. Exceeding our customer's expectations will allow us to accomplish our mission of economic diversity and offer our visitors and citizens the best experience possible in the Sports Capital of Texas.

Special Revenue Funds

Convention & Visitors Bureau

FY 2014-15 Highlights:

The CVB continued to bring quality events to the City and encouraged these visitors to support local businesses. The CVB also continued the education of citizens on the benefits of tourism.

- Sports Events Magazine 2015 Readers Choice Award Winner.
- NASC 2015 Marketing Campaign of the Year.
- Updated and redesigned the Round Rock Visitor Guide.
- Hosted multiple new events including The Color Run, That Takes the Cake, The Biggest Loser Run Walk Series, and Triple Crown Sports SW Nationals.
- Awarded the National Collegiate Table Tennis Association 2016 National Championships.

FY 2015-16 Overview and Significant Changes:

- Continue marketing plan and public relations campaign and aggressively recruit tournaments and events to Round Rock.
- Continue to market and grow outdoor events.
- Continue to develop contacts to build clientele for the indoor Sports Center.

New Programs for FY 2015-16:

No new programs.

FY 2016-17 Overview and Beyond:

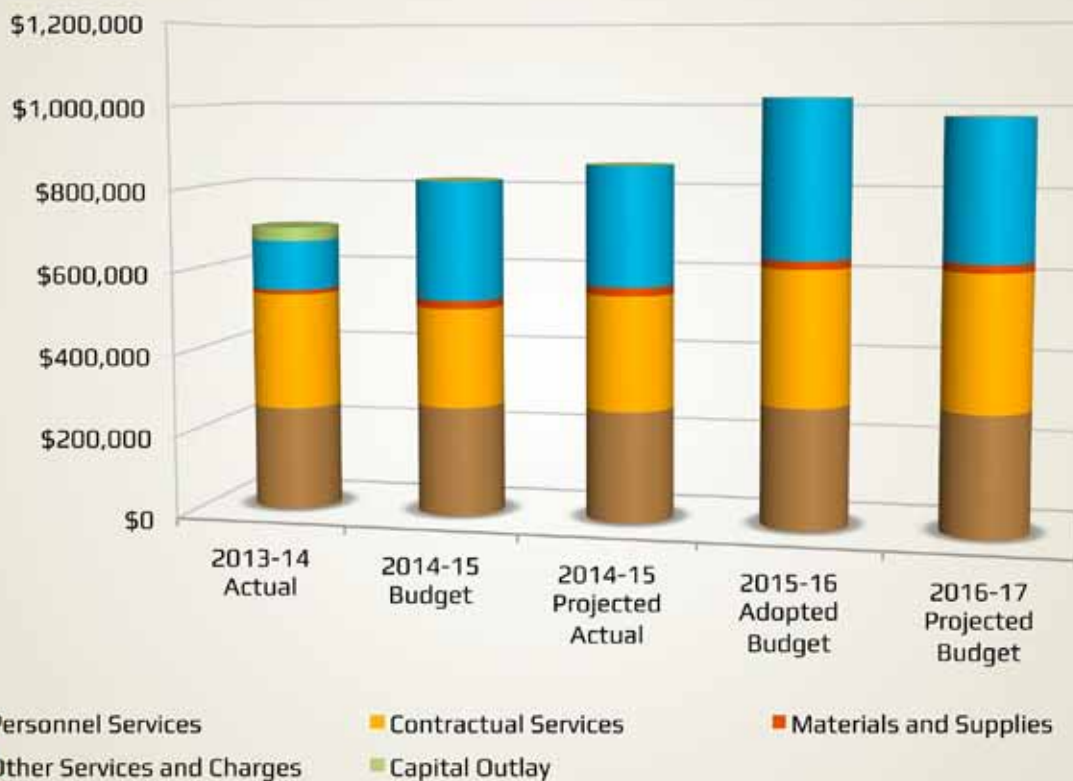
The CVB will continue to use sales and marketing efforts to find new ways to promote Round Rock.

- Continue to develop and grow relationships with sports events groups.
- Continue educating citizens on the benefit of tourism.
- Continue to be the designated City department for visitor's information.

Convention & Visitors Bureau

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Personnel Services	\$252,889	\$267,337	\$271,351	\$293,338	\$293,338
Contractual Services	284,021	242,321	279,287	328,837	328,837
Materials and Supplies	11,001	20,780	20,780	20,780	20,780
Other Services and Charges	120,766	289,250	289,250	379,500	337,000
Capital Outlay	33,034	-	-	-	-
Total Expenditures:	\$701,712	\$819,688	\$860,668	\$1,022,455	\$979,955
Expenditures per Capita:	\$6.81	\$7.78	\$8.17	\$8.97	\$8.36

Convention & Visitors Bureau- Expenditures by Category



Special Revenue Funds

Convention & Visitors Bureau

Convention & Visitors Bureau

Authorized Personnel	Grade	Positions			Full Time Equivalents		
		2013-14 Actual	2014-15 Adopted	2015-16 Adopted	2013-14 Actual	2014-15 Adopted	2015-16 Adopted
Director CVB	EX	1	1	1	1.00	1.00	1.00
Administrative Assistant	208	1	1	1	1.00	1.00	1.00
Coordinator - Marketing and Events	110	1	1	1	1.00	1.00	1.00
Total		3	3	3	3.00	3.00	3.00



Special Revenue Funds

Sports Center

HOT – Sports Center Summary of Revenues and Expenditures:

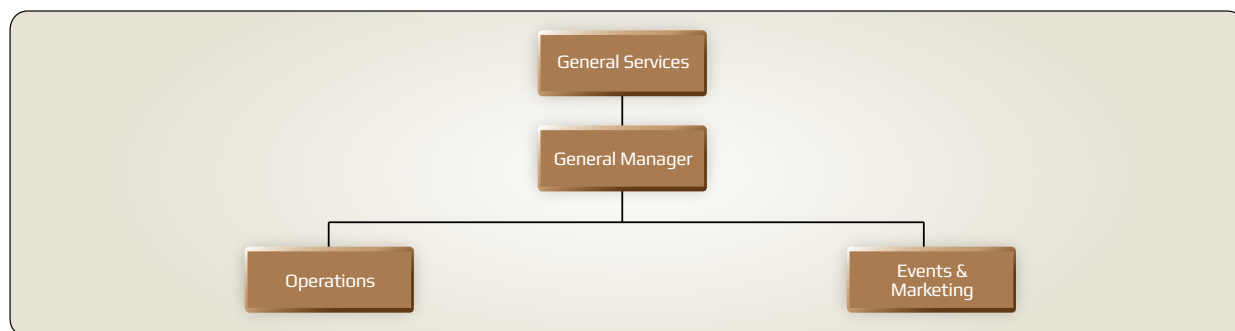
	2013-14 Actual	2014-15 Operating Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$706,950	\$716,505	\$1,588,159	\$1,936,857	\$2,163,533
Revenues					
Hotel-Motel Occupancy Tax	\$1,032,692	\$925,000	\$1,000,000	\$1,030,000	\$1,085,000
Rental/Concessions	590,145	643,000	643,000	659,285	659,441
Interest Income/Donations	24,274	52,000	52,000	53,000	53,000
Event Revenue	22,883	72,180	72,180	66,840	66,840
Transfer In	590,000	400,000	400,000	400,000	400,000
Total Revenues	\$2,259,995	\$2,092,180	\$2,167,180	\$2,209,125	\$2,264,281
Expenditures					
Sports Center Operations	\$1,013,286	\$1,650,490	\$1,454,982	\$1,611,449	\$1,611,449
Debt Service	365,500	363,500	363,500	371,000	374,000
Total Expenditures	\$1,378,786	\$2,013,990	\$1,818,482	\$1,982,449	\$1,985,449
Net Change in Operations	\$881,209	\$78,190	\$348,698	\$226,676	\$278,832
Less:					
Reservations	334,384	209,218	1,480,144	2,031,778	2,334,876
Ending Fund Balance	\$1,253,775	\$585,477	\$456,713	\$131,755	\$107,489

Sports Center

The Round Rock Sports Center (RRSC) is a world-class indoor sports facility. The facility hosts over 70,000 players and 120,000 spectators annually for tournaments, leagues, and club sports. Focused on national and regional sporting events, the RRSC provides a premier players environment with spectator comfort and family entertainment opportunities. The center features a multi-sport building, outdoor pavilion and plaza, and over 500 parking spots.

Vision: To help promote Round Rock Sports Center as a keystone to the sports tourism marketing program of Round Rock.

Mission: To Promote Economic Diversity by Developing the Tourism Industry in Round Rock.



Major Business Functions:

Operations: This team is in charge of the overall operations of the center. This includes maintenance of the center and the supplies needed to operate. This team also coordinates all logistics for the tournaments and special events. Since the center is designed to support many different sports, this makes the operations a very diverse challenge.

Events and Marketing: This group provides the local programming within the facility as well as promotes the center itself and the variety of resources available. They are responsible for scheduling the many different groups and events that take place throughout the year. The center has sponsorships available through advertising within the center as well as potential building naming rights. All concessions are managed and promoted through this group.

Key Customers:

The Sports Center has both internal and external customers. Internal customers include the City Council and all City employees. We also serve the citizens of Round Rock, visitors to Round Rock, organizations, participants, and spectators who come for events.

Customer Expectations and Requirements:

Our customers expect a professional, results driven department that provides first-class representation of the City of Round Rock. Exceeding our customer's expectations would allow us to support the goal of Round Rock providing economic diversity and to offer our visitors and citizens the best experience possible.

Special Revenue Funds

Sports Center

FY 2014-15 Highlights:

- Exceeded all expectations on FY2014 Operational Budget by exceeding all financial goals in the first year of operation.
- Surpassed all tournament directors' expectations resulting in all directors requesting to return their events to the Sports Center in 2015.
- Redesigned front parking lot resulting in an additional 35 spaces.

FY 2015-16 Overview and Significant Changes:

- Expand programming options to attract high level boxing or mixed martial arts events.
- Obtain TABC alcohol sales permit for beer and wine sales during large scale events hosted at the Sports Center.
- Program and operate newly renovated "Building B" during weekend tournaments and for weekly rentals, leagues, and/or special events.

New Programs for FY 2015-16:

- Design, construct, and program first-class outdoor sand volleyball court facility in the south parking lot with additional parking and support structures.

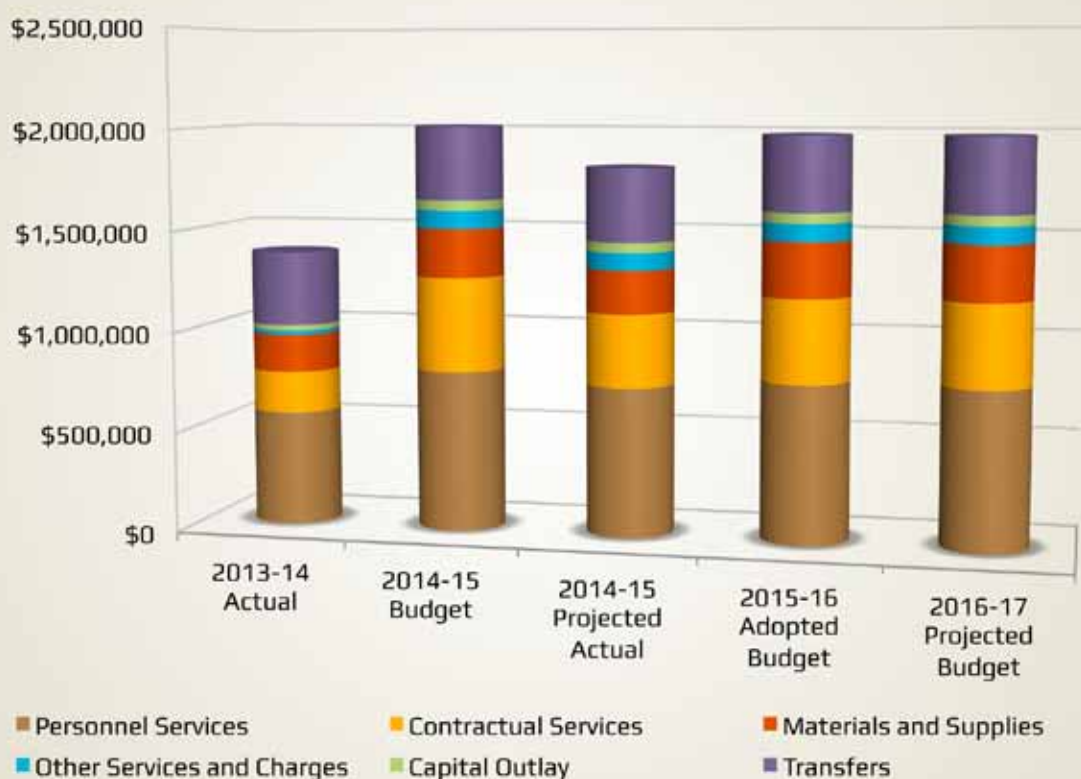
FY 2016-17 Overview and Beyond:

- Continue to provide routine maintenance and daily cleaning to maintain a first-class facility for the City.
- Start discussions and research in the possibility of a new "Sports Center 2" facility.

Sports Center

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Personnel Services	\$569,241	\$797,388	\$743,172	\$784,949	\$784,949
Contractual Services	207,100	468,875	361,420	413,340	413,340
Materials and Supplies	187,198	242,900	214,790	275,060	275,060
Other Services and Charges	21,437	91,327	85,600	88,100	88,100
Capital Outlay	28,310	50,000	50,000	50,000	50,000
Transfers	365,500	363,500	363,500	371,000	371,000
Total Expenditures:	\$1,378,786	\$2,013,990	\$1,818,482	\$1,982,449	\$1,982,449
Expenditures per Capita:	\$13.37	\$19.11	\$17.25	\$17.39	\$16.92

Sports Center- Expenditures by Category



Note: Fund established in FY2013

Special Revenue Funds

Sports Center

Sports Center

Authorized Personnel	Grade	Positions			Full Time Equivalents		
		2013-14 Actual	2014-15 Adopted	2015-16 Adopted	2013-14 Actual	2014-15 Adopted	2015-16 Adopted
Administrative Assistant	208	1	1	1	1.00	1.00	1.00
Assistant Operations Coordinator	108	1	1	1	1.00	1.00	1.00
Concessions Coordinator	104	1	1	1	1.00	1.00	1.00
Custodian P/T	203	4	4	2	2.00	2.00	2.00
Events Coordinator	110	1	1	1	1.00	1.00	1.00
Event & Marketing Assist	108	0	1	1	0.00	1.00	1.00
Maintenance Tech	206	1	1	1	1.00	1.00	1.00
Manager - Sports Center	113	1	1	1	1.00	1.00	1.00
Operations Coordinator	110	1	1	1	1.00	1.00	1.00
Total		11	12	10	9.00	10.00	10.00



Special Revenue Funds

Special Revenue Funds Summary

Special Revenue Funds Summary

	Municipal Court Fund	Police (LE) Fund	Tree Replacement Fund	Golf Fund
Estimated Fund Balance October 1, 2015	\$340,530	\$481,234	\$103,562	\$655,285
Revenues				
Licenses, Permits & Fees				
Program Revenues	96,000		35,000	
Fines & Forfeitures	3,000	240,000		
Investment, Donations & Other Miscellaneous	150	50	1,100	365,275
Transfers				
Total Revenues	99,150	240,050	36,100	365,275
Expenses				
Public Safety		721,284		
Library				
PARD/Sports Center/CVB			139,662	
Support Services	399,680			
Debt Service				320,000
Administrative Allocation	40,000			
CIP - 5 year plans				117,779
Total Expenses	439,680	721,284	139,662	437,779
Adjusted Ending Fund Balance	-	-	-	582,781
Restricted Funds				582,781
Available Ending Fund Balance/Working Capital	\$-	\$-	\$-	\$-

Special Revenue Funds Summary (cont.)

Landscape Parks Impv & Acquisition Fund	Library Fund	PEG Fund	Traffic Safety	Total
\$316,340	\$13,548	\$675,999	\$154,594	\$2,741,092
		240,000		240,000
14,000				145,000
				243,000
200,100	3,010	50		569,735
214,100	3,010	240,050	-	1,197,735
			154,594	875,878
	16,558			16,558
135,132				274,794
		766,049		1,165,729
				320,000
				40,000
395,308		150,000		663,087
530,440	16,558	916,049	154,594	3,356,046
-	-	-	-	582,781
				582,781
\$-	\$-	\$-	\$-	\$-

Municipal Court Fund

This fund accounts for fees collected on conviction of certain Municipal Court offenses and is intended to enhance the safety of children, provide the technology for processing court cases, create a security plan for the courtroom and establish a Juvenile Case Manager program.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$429,379	\$450,174	\$365,871	\$340,530	\$-
Revenues					
Child Safety Fines	\$2,733	\$3,000	\$3,200	\$3,000	\$3,000
Child Safety Finds Interest Income	2	25	52	25	25
Technology Fees	35,653	32,000	17,104	32,000	32,000
Technology Fees Interest Income	28	50	375	50	50
Security Fees	26,739	24,000	25,656	24,000	24,000
Security Fees Interest Income	6	25	120	25	25
Juvenile Case Manager Fees	23,968	40,000	41,700	40,000	40,000
JCM Fees Interest Income	-	-	42	50	50
Total Revenues	\$89,129	\$99,100	\$88,249	\$99,150	\$99,150
Expenditures					
Child Safety Fines	\$-	\$-	\$-	\$29,203	\$3,025
Technology Fees	25,965	26,550	7,510	259,217	32,050
Security Fees	31,672	35,400	35,000	88,500	24,025
Juvenile Case Manager - Transfer to GF	23,000	40,000	20,000	62,760	40,050
Total Expenditures	\$80,637	\$101,950	\$62,510	\$439,680	\$99,150
Net Change in Operations	\$8,492	\$(2,850)	\$25,739	\$(340,530)	\$-
Ending Fund Balance	\$365,871	\$381,624	\$340,530	\$-	\$-

Law Enforcement Fund

This fund accounts for the forfeiture of contraband gained from the commission of criminal activity. Proceeds from fund are to be used for law enforcement purposes.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$724,661	\$456,349	\$497,484	\$481,234	\$-
Revenues					
Interest Income	\$47	\$-	\$1,000	\$50	\$50
Non-Grant Reimbursement	78	-	1,000	-	-
Proceeds - Sale of Assets	785	15,000	15,000	-	-
Insurance Proceeds	16,175	-	-	-	-
State & Local Funds	8,437	-	5,000	-	-
Federal Funds	103,302	-	350,000	240,000	240,000
Total Revenues	\$128,824	\$15,000	\$372,000	\$240,050	\$240,050
Expenditures					
Local	\$9,950	\$24,000	\$24,000	\$24,000	\$24,000
Federal	346,051	364,250	364,250	697,284	216,050
Total Expenditures	\$356,001	\$388,250	\$388,250	\$721,284	\$240,050
Net Change in Operations	\$(227,177)	\$(373,250)	\$(16,250)	\$(481,234)	\$-
Ending Fund Balance	\$425,018	\$37,464	\$431,486	\$-	\$-

Tree Replacement Fund

This fund accounts for developer contributions used solely for the purpose of purchasing and planting trees in public rights-of-way, public parkland or any other City-owned property.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$283,518	\$267,170	\$264,662	\$103,562	\$-
Revenues					
Tree Replacement Fees	\$33,750	\$35,000	\$35,000	\$35,000	\$35,000
Donations/Contributions	6,000	1,000	1,000	1,000	1,000
Interest Income	24	100	100	100	100
Total Revenues	\$39,774	\$36,100	\$36,100	\$36,100	\$36,100
Expenditures					
Tree Replacement	\$58,630	\$197,200	\$197,200	\$139,662	\$36,100
Total Expenditures	\$58,630	\$197,200	\$197,200	\$139,662	\$36,100
Net Change in Operations	\$(18,856)	\$(161,100)	\$(161,100)	\$(103,562)	\$-
Ending Fund Balance	\$236,310	\$79,353	\$77,096	\$-	\$-

Parks Improvement & Acquisitions Fund

This fund accounts for the collection and expenditure of fees from two specific parks and recreation related sources: sports league teams fees used for the improvement and maintenance of facilities and park development fees collected from developers of subdivisions who choose to provide cash in lieu of designating parkland. These funds are restricted based on guidelines provided in the subdivision ordinance.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$289,197	\$301,372	\$302,240	\$316,340	\$-
Revenues					
Sports League Fees	\$6,318	\$6,000	\$6,000	\$6,000	\$6,000
Interest Income	80	100	100	100	100
Donations/Contributions	-	90,467	156,543	200,000	75,000
Field Enhancements	6,645	8,000	8,000	8,000	8,000
Total Revenues	\$13,043	\$104,567	\$170,643	\$214,100	\$89,100
Expenditures					
Parkland Development	\$-	\$90,467	\$156,543	\$530,440	\$89,100
Total Expenditures	\$-	\$90,467	\$156,543	\$530,440	\$89,100
Net Change in Operations	\$13,043	\$14,100	\$14,100	\$(316,340)	\$-
Ending Fund Balance	\$273,320	\$285,335	\$286,116	\$-	\$-

Library Fund

This fund accepts donations by patrons of the library for various books and videos to be purchased and housed in the Library.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$10,530	\$13,132	\$12,438	\$13,548	\$-
Revenues					
Interest Income	\$1	\$10	\$10	\$10	\$10
Library Donations	2,299	3,000	3,000	3,000	3,000
Total Revenues	\$2,300	\$3,010	\$3,010	\$3,010	\$3,010
Expenditures					
Books & Materials	\$392	\$2,400	\$1,900	\$16,558	\$3,010
Total Expenditures	\$392	\$2,400	\$1,900	\$16,558	\$3,010
Net Change in Operations	\$1,908	\$610	\$1,110	\$(13,548)	\$-
Ending Fund Balance	\$11,385	\$12,429	\$12,304	\$-	\$-

Public, Educational, and Government Access (PEG) Fund

This fund accounts for cable franchise fees which are used for public, educational, and government access purposes consistent with state and federal law.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$826,282	\$666,337	\$684,199	\$675,999	\$-
Revenues					
Interest Income	\$73	\$50	\$1,800	\$50	\$50
PEG Fees	235,164	240,000	240,000	240,000	240,000
Total Revenues	\$235,237	\$240,050	\$241,800	\$240,050	\$240,050
Expenditures					
PEG Expenses	\$377,320	\$250,000	\$250,000	\$916,049	\$240,050
Total Expenditures	\$377,320	\$250,000	\$250,000	\$916,049	\$240,050
Net Change in Operations	\$(142,083)	\$(9,950)	\$(8,200)	\$(675,999)	\$-
Ending Fund Balance	\$615,779	\$590,748	\$608,399	\$-	\$-

Traffic Safety Fund

This fund accounts for amounts received to promote traffic safety programs.

	2013-14 Actual	2014-15 Budget	2014-15 Projected Actual	2015-16 Adopted Budget	2016-17 Projected Budget
Beginning Fund Balance	\$95,206	\$95,206	\$114,994	\$154,594	\$-
Revenues					
Interest Income	\$-	\$-	\$100	\$-	\$-
Transfer In	19,788	-	39,500	-	-
Total Revenues	\$19,788	\$-	\$39,600	\$-	\$-
Expenditures					
Operations	\$-	\$-	\$-	\$154,594	\$-
Total Expenditures	\$-	\$-	\$-	\$154,594	\$-
Net Change in Operations	\$19,788	\$-	\$39,600	\$(154,594)	\$-
Ending Fund Balance	\$103,495	\$85,685	\$139,135	\$-	\$-